

Message Text

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TOSEC 202

E.O. 11652: N/A

TAGS: OVIP (KISSINGER, HENRY A.), PFOR

SUBJECT: RADIO COMMENTARY

FOR ANDERSON FROM HARE

FOLLOWING IS TEXT EDWARD DIAMOND MEDIA CRITICISM CARRIED
WTOP RADIO FRIDAY MORNING:

"HENRY KISSINGER HAS LONG HAD THE REPUTATION FOR BEING
THE BEST PR MAN IN WASHINGTON. THROUGH PERSONAL STYLE AND
DIPLOMATIC ACCOMPLISHMENT HE HAS KEPT AN ADMIRING PRESS ON
HIS SIDE DURING THE GENERAL DISASTERS THAT HAVE HIT THE
REST OF THE NIXON ADMINISTRATION. JUST HOW ARTFULLY
KISSINGER MANAGES THE MEDIA IS SPELLED OUT BY A FORMER
KISSINGER WHITE HOUSE ASSISTANT IN THE NEW COLUMBIA
JOURNALISM REVIEW. THE ASSISTANT, ROGER MORRIS, DOCUMENTS
THE MIXTURE OF CHARM, CONTROLLED LEAKS AND CALCULATING
PRESS RELATIONS BY WHICH KISSINGER OPERATES. HE REVEALS
FOR THE FIRST TIME THAT KISSINGER ALSO PLAYED NEWS CENSOR
ON AT LEAST ONE OCCASION- RIGHT BEFORE THE CAMBODIAN
INVASION MORRIS REPORTS THE NEW YORK TIMES CORRESPON-
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DENT HAD THE STORY BUT KISSINGER APPARENTLY WAS ABLE TO

PERSUADE THE TIMES' EDITOR TO KILL THE ACCOUNT, A SPECTACULAR REPLAY OF THE 1962 BAY OF PIGS EPISODE INVOLVING THE TIMES AND JOHN F. KENNEDY.

MOST OF THE TIME KISSINGER DOES NOT HAVE TO PLAY CENSOR. MORRIS DESCRIBES THE CLUBBY ATMOSPHERE ABOARD THE KISSINGER JET. BEFORE ONE ME TRIP A CORRESPONDENT AND A MEMBER OF THE KISSINGER 707 CLUB DEMANDED OF HIS NEWSPAPER'S INVESTIGATIVE REPORTER -- HAVE YOU GOT ANYTHING COMING UP THAT WILL EMBARRASS US? THERE ARE OTHER KISSINGER NEWS MANAGEMENT TECHNIQUES -- HIS STYLE OF SHUTTLE DIPLOMACY GENERATES SO MUCH HARD NEWS AND KEEPS EVERYONE SO EXHAUSTED PHYSICALLY THAT THERE IS, IN THE WORDS OF MURREY MARDER OF THE WASHINGTON POST, LITTLE TIME OR ENERGY FOR DRAWING CRITICAL BALANCE SHEETS.

FORMER AIDE MORRIS DRAWS UP HIS OWN BALANCE SHEETS -- THE PRESS HE SAYS HAS A TENDENCY TO IGNORE WHAT KISSINGER IGNORES. KISSINGER IS WEAK IN FOREIGN ECONOMIC POLICY SO THE DIPLOMATIC PRESS COVERAGE OF ECONOMICS IS WEAK. KISSINGER SLIDES OVER THE FOOD CRISIS, SO DOES THE DIPLOMATIC REPORTING. IT IS LITERALLY TAG-ALONG-JOURNALISM WITH THE PRESS CAUGHT IN THE FAST SHUTTLE. RUSH

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